Who are POMA’s Media Members?

Types of Media Represented by POMA’s Journalists

- Magazine Writer/Columnist: 32%
- Web Content Provider: 20%
- Videographer: 8%
- Publication Masthead/Field Editor (Freelance): 7%
- Web Content Publisher: 6%
- Photographer: 6%
- Publication Senior Staff Editor: 4%
- Magazine Publisher: 4%
- Other Publishing Position: 3%
- Book Author: 2%
- Lecturer: 2%
- Radio Show Host: 2%
- Television Show Host: 7%
- Television Show Production: 7%
Are POMA Media Members freelancers, media entity staff members, or both?

- Freelance: 62%
- Staff: 31%
- Both: 7%

Numbers of Readers/Viewers/Listeners Reached Annually by POMA Media Membership

- 46% of POMA Media Members Reach More Than One Million Readers/Viewers/Listeners Per Year
Who's Covering What?
Percentage of POMA Media Members Who Cover These Traditional Outdoor Sport Subjects

Percentage of POMA Media Members Who Cover Additional Subjects

- Hiking/Backpacking
- Boating
- Outdoor Dogs/Training
- Mountain Biking
- Winter/Snow Sports
- Other Water Sports
- Wilderness Subjects
- Environmental Issues
- Politics/Legislation - Outdoor Issues
- Politics/Legislation (Other)
- Climbing
- None of the Above
39% of POMA Media Members who attend the conference produce content as a direct result of the event.

Half of all POMA Media Members say contact with Corporate Partner members is "critical" to their ability to complete their work.